

Application No. : 10/004,281  
Amdt. Dated : October 12, 2005  
Reply To O.A. Of : March 14, 2005

### REMARKS

This paper is a supplement to the Amendment filed September 14, 2005. By way of summary, in the Amendment filed September 14, 2005, the Applicant canceled Claims 1-20 and added Claims 21-36. In the present supplemental amendment, the Applicant amends Claim 34. Accordingly, Claims 21-36 remain pending for consideration. A courtesy copy of this Supplemental Amendment is also being provided by examiner request to fax number (571) 273-6720.

The Applicant would like to thank Examiner Lastra for the interview extended to the Applicant and the Applicant's attorneys, John M. Grover and Aaron D. Barker, on October 11, 2005. During the interview, the Applicant clarified patentably distinguishing features of the invention. The Applicant has amended Claim 34 along the lines discussed in the interview and respectfully requests reconsideration of the pending Claims.

### Examples of Certain Claimed Features

The Applicant respectfully submits the following examples from the specification which may assist the Examiner in examining the claims. However, the following examples are provided for illustrative purposes only and are not intended to limit the claims.

Independent Claim 21 includes a method for selling advertising media on a network of publicly-located dynamic displays. FIG. 4 illustrates that a "dynamic interactive directory" is a medium type that a user can select for an advertising campaign. The Applicant respectfully submits that dynamic interactive directories are known by those skilled in the art to include, for example, publicly-located digital signage that can be dynamically updated to display advertisements to consumers. Such digital signage might be located, for example, in a retail store or public shopping center. See paragraph [0068] of the published application for additional examples of public places where such dynamic displays might be located.

Independent Claims 21 and 34 also include receiving target consumer demographics from an advertiser. FIGS. 14 and 15 illustrate, for example, some of the

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types of consumer demographics that a user such as an advertiser might provide. Consumer demographics might include, for example, gender, age, income, education, marital status, ethnicity, and/or occupation. Those skilled in the art will recognize other consumer demographics that can be used.

Independent Claims 21 and 34 also include comparing the target consumer demographics to demographic information for available advertising media inventory. Such demographic information for available advertising media can be gathered in many ways. For example, location information, geographic information, and/or property type information can be used to determine demographic information for available advertising media inventory. Specific examples include using tenant SIC codes to identify the types of businesses where dynamic displays are located (see, e.g., paragraph [0069] of the published application), identifying specific retail stores or types of stores where dynamic displays are located (see, e.g., paragraph [0070] of the published application), mapping known traffic patterns to U.S. census data for particular areas where dynamic displays are located (see, e.g., paragraph [0072] of the published application), tracking purchasing information (see, e.g., paragraph [0075] of the published application), and/or tracking each user of a specific property's interactive directory (see, e.g., paragraph [0069] of the published application).

Independent Claims 21 and 34 also include identifying a subset of available inventory based at least in part on the comparison and providing pricing for the subset of available inventory to the advertiser. In Claim 21, the pricing changes according to a degree of targetability represented by the subset of available inventory compared to the available advertising inventory. In Claim 34, the pricing is based at least in part on the subset of available inventory as compared to the total available advertising media inventory. FIG. 2 illustrates, for example, how pricing (e.g., cost and cost per thousand impressions (CPM)) is provided according to certain embodiments as an advertiser provides certain information such as demographics.

The specification discloses, for example, that "contemporary media management utilizes a static pricing model wherein each piece of inventory is sold at a specific price." An example of this contemporary management is found in the Examiner cited U.S.

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Patent Application Publication No. 2004/0111319 to Matsumoto et al. which teaches that an advertiser can enter a static "cost per response" that will be paid each time a network user responds to an advertisement (e.g., by clicking through the advertiser's web site, downloading a file from the advertiser's web site, answers a questionnaire, etc.). See paragraphs [0047] – [0066] of Matsumoto et al. By contrast with other systems, the present application discloses, for example, using "dynamic pricing models which are driven by the degree of target availability selected by the media buyer." Paragraph [0009] of the published application.

### Conclusion

In view of the forgoing, the present application is believed to be in condition for allowance, and such allowance is respectfully requested. If further issues remain to be resolved, the Examiner is invited to contact the Applicant's undersigned attorney at (949) 721-2942 or at the number listed below.

In addition, please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.

Respectfully submitted,

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